

Office of Trademark Quality Review  
Balanced Scorecard  
FY-01

***Financial Perspective***

Objective	Measure
Meet Budgeted Plan	Actual/Planned Expenditures

***Customer Perspective***

Objective	Measure
Increase in External Trademark Customer Satisfaction with Office Actions	% Customer Satisfaction

***Internal Business Perspective***

Objective	Measure
Percent Applications Reviewed Resulting in Customer (Law Office) Agreement	% Applications in Agreement

***Innovation and Learning Perspective***

Objective	Measure
Ensure Trademark Quality Review Staff Remain Up-to-Date in Their Field	All Employees are Provided Training

Office of Trademark Quality Review – Summary

Performance Measures	FY-00 Baseline	FY-01 Target	1 <sup>st</sup> Qtr.	2 <sup>nd</sup> Qtr.	3 <sup>rd</sup> Qtr.	4 <sup>th</sup> Qtr.	Cum.
Financial Perspective							
Meet Budgeted Plan – Percent of FY Plan used per quarter	94%	95%	21%				21%
Customer Perspective							
Increase in External Trademark Customer Satisfaction with Office Actions	77%	70%				Survey Results 4 <sup>th</sup> Qtr.	
Increase in External Trademark Customer Satisfaction with Appropriateness of Refusals Made Under 15 USC § 1052(d) Likelihood of Confusion	45%	68%				Survey Results 4 <sup>th</sup> Qtr.	
Internal Business Perspective							
Percent of Applications Quality Reviewed that result in Agreement by Law Offices within goal	84%	85%	85%				85%
Innovation and Learning Perspective							
Ensure Trademark Quality Review staff receive training to remain up-to-date in their field	100% of staff received training	100% of staff receive training	100%				100%
Workload Inventory							
Applications Quality Reviewed (4% of filings)	8,620 (96%)	11,860	1,970 (17%)				1,970 (17%)

## ***Office of Trademark Quality Review***

Resources	FY-01 Plan	1 <sup>st</sup> Qtr.	2 <sup>nd</sup> Qtr.	3 <sup>rd</sup> Qtr.	4 <sup>th</sup> Qtr.	Cumulative
Funding (\$000)	623.0					
Quarterly – Allocation		137.1	164.7	160.6	160.6	623.0
Funding Used – Actual		130.9				
% Used – Quarterly Plan		95%				
% Used Annual Allotment		21%				
FTE	6					
Positions	6					
(On-Board)						